

HOW

**HOVO DIGITAL**

HELPED **DCODEAI** GET

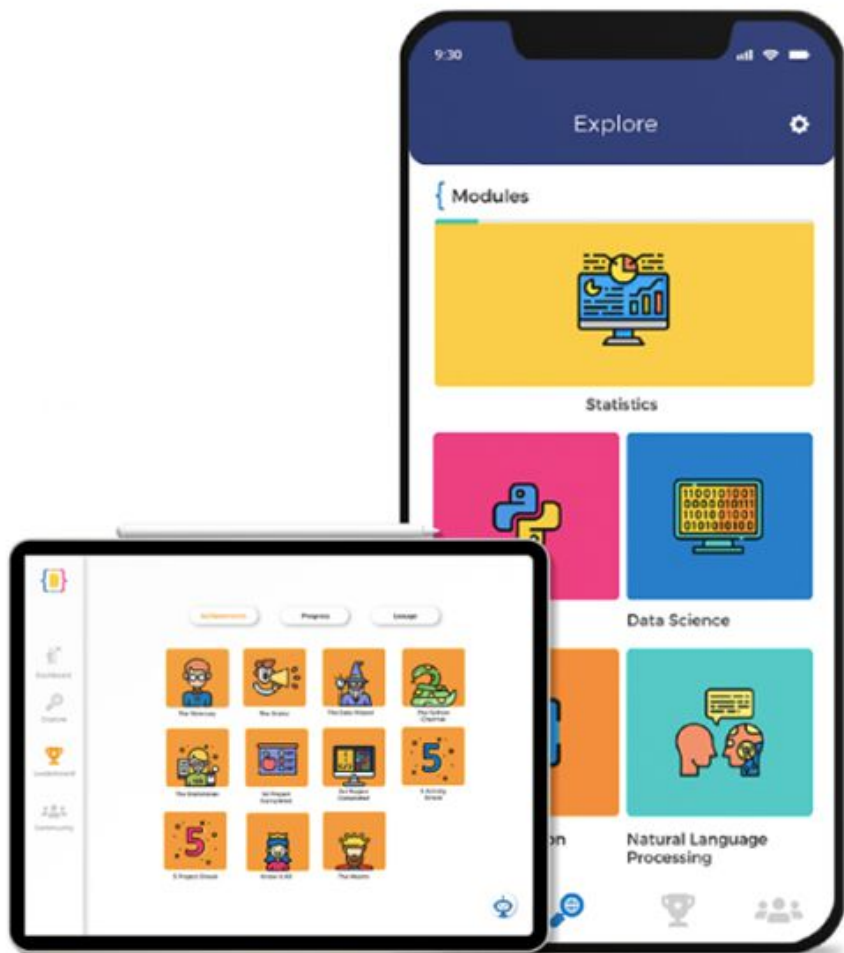
**1,00,000**

APP DOWNLOADS



# PROBLEM

Given the competitive online education market, they wanted to make their presence known and to get people to download their app.

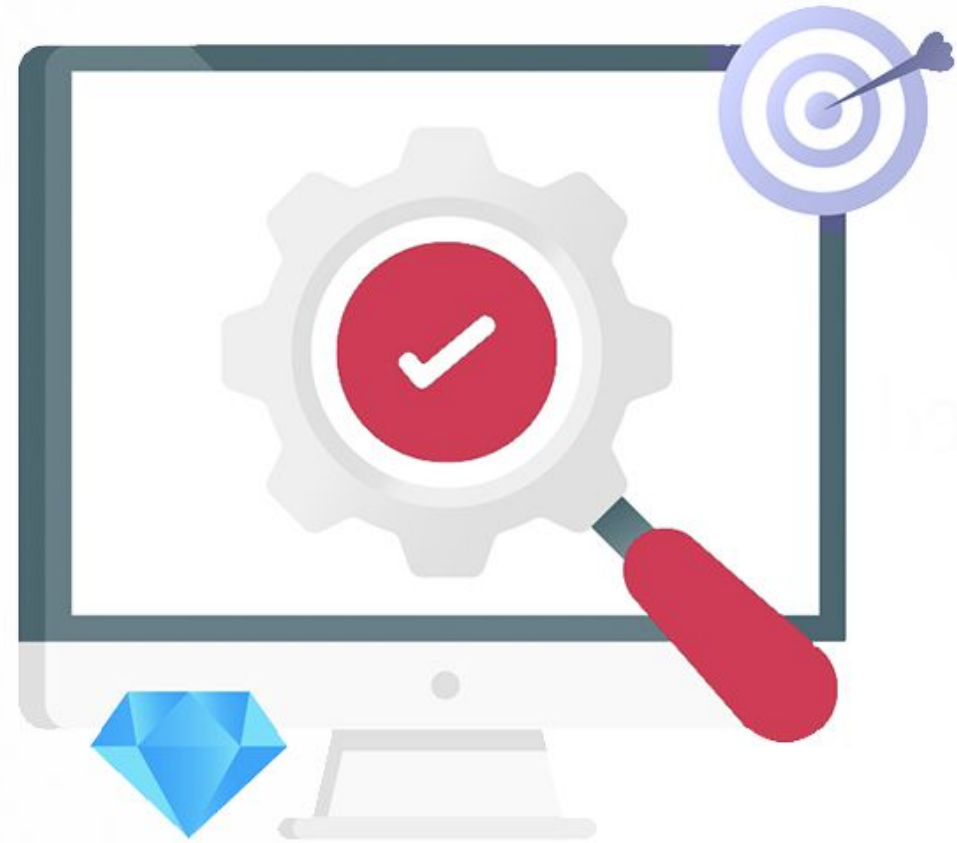


# SOLUTION

Conducted a thorough brand, product, and competitive analysis

Ran A/B tests for App Install 3 on Facebook and Google Ads

The Google campaigns were able to deliver respectable App Installs at the lowest CPL



# OUTCOME

**1 LAKH**  
APP INSTALLS

IN LESS THAN 90 DAYS, THEY  
GOT ONE LAKH APP INSTALLS

**54,452,729**  
IMPRESSIONS

WITH AN AVERAGE CTR OF 4.37 %,  
54,452,729 IMPRESSIONS WERE  
PRODUCED

**2,378,810**  
VISITORS

THE TOTAL NUMBER OF  
VISITORS WERE 2,378,810

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**Trust no other marketing agency but HOVO Digital if you wish to see satisfactory results. We believe we made the right choice in choosing this company. The team consisted of seasoned professionals and experts who knew how to get the job done.**

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